

**TOURIST DEVELOPMENT TAX UPDATE**

**COUNTY:** Seminole

**Address:** 1230 Douglas Avenue, Suite 116  
Longwood, Florida 32779

**ORGANIZATION NAME:** Seminole County Convention & Visitors Bureau

**Telephone Number:** (407) 665-2900

**Director:** Mr. Jack Wert, Executive Director

**Fax Number:** (407) 665-2920

**Contact Person:** Mr. Jack Wert, Executive Director

TYPE OF TAX LEVIED	ORDINANCE NUMBERS	EFFECTIVE DATE	TYPE OF ACTION	PERCENT LEVIED	AREA WHERE TAX IS LEVIED
Local Option Tourist Development Tax	88-9	01/01/89	Initial Levy	2.00%	All of County
	92-17	12/1/92	Increased Levy	1.00%	All of County
				Total Levy: 3.00%	

**TOTAL AMOUNT OF REVENUES  
BY FISCAL YEAR**

**COUNTY: Seminole**  
**CITY: \_\_\_\_\_**

**TYPE OF TAX: Local Option Tourist Development Tax**

<b>FISCAL YEAR</b>	<b>ANNUAL REVENUES</b>	<b>PERCENTAGE LEVIED</b>	<b>USE OF REVENUE BY CATEGORY</b>	<b>CORRESPONDING SPECIFIC PROJECT</b>
<b>1993/94</b>	\$943,222  [\$898,400]	3.00%	2.5% - Paid Advertising 23% - Debt Service 20% - Administration 44% - Tourism Promotion 10% - Reserves	Soccer Training Facility Tourism Development Office Direct Marketing & Special Events
<b>1994/95</b>	\$1,048,285  [\$1,017,600]	3.00%	4% - Paid Advertising 22% - Debt Service 22% - Administration 40% - Tourism Promotion 8% - Reserves 4% - Other	Soccer Training Facility Tourism Development Office Direct Marketing & Special Events
<b>1995/96</b>	\$1,204,127  [\$1,166,910]	3.00%	6.1% - Paid Advertising 21.6% - Debt Service 23.3% - Administration 40.5% - Tourism Promotion 8.5% - Other	Soccer Training Facility Tourism Development/Visitor Center Direct Marketing & Special Event
<b>1996/97</b>	\$1,334,687  [\$1,308,642]	3.00%	7.0% - Paid Advertising 15.2% - Debt Service 19.1% - Administration 51.1% - Tourism Promotion 7.6% - Other	Soccer Training Facility Tourism Development/Visitor Center Direct Marketing & Special Events

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BY FISCAL YEAR**

**COUNTY: Seminole  
CITY: \_\_\_\_\_**

**TYPE OF TAX: Local Option Tourist Development Tax**

<b>FISCAL YEAR</b>	<b>ANNUAL REVENUES</b>	<b>PERCENTAGE LEVIED</b>	<b>USE OF REVENUE BY CATEGORY</b>	<b>CORRESPONDING SPECIFIC PROJECT</b>
<p><b>1997/98</b></p>	<p>\$1,605,891</p> <p>[\$1,518,513]</p>	<p>3.00%</p>	<p>7.2% - Paid Advertising            11.5% - Debt Service            13.1% - Administration            13.0% - Tourism Promotion            19.6% - Reserves            35.6% - Other</p>	<p>Soccer Training Facility            Tourism Development/Visitor Center            Direct Marketing &amp; Special Events</p>
<p><b>1998/99</b></p>	<p>\$1,774,949</p> <p>[\$1,758,031]</p>	<p>3.00%</p>	<p>5.5% - Paid Advertising            8.8% - Debt Service            10.8% - Administration            25.4% - Tourism Promotion            33.5% - Reserves            16.0% - Other</p>	<p>Soccer Training Facility            Tourism Development/Visitor Center            Direct Marketing &amp; Special Events</p>
<p><b>1999/00</b></p>	<p>\$1,900,000 (proj.)</p> <p>[\$1,859,771]</p>	<p>3.00%</p>	<p>6.0% - Paid Advertising            7.6% - Debt Service            13.6% - Administration            23.2% - Tourism Promotion            30.5% - Reserves            19.1% - Other</p>	<p>Soccer Training Facility            Tourism Development/Visitor Center            Direct Marketing &amp; Special Events</p>